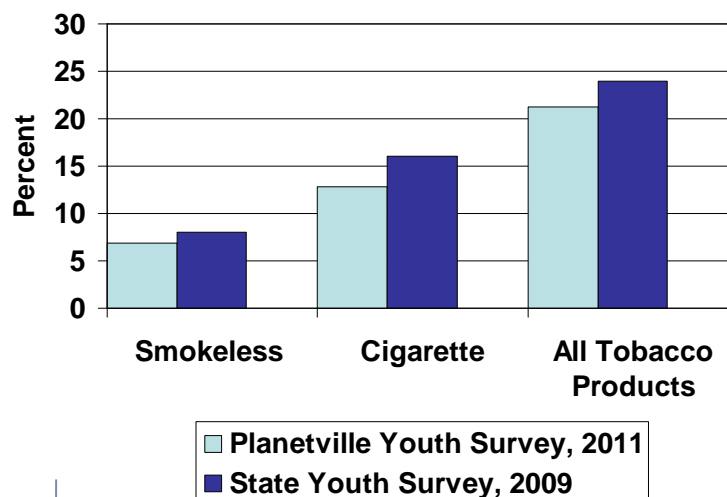


Discussion

- What kind of data will she need to find to make her case convincing?

Current youth tobacco use data



Illegal tobacco sales to minors

- The rate of illegal sales to minors is 24.6% in Planetville vs. 8.1% in the state of Massachusetts based on data from FY 2010 compliance checks (*Community Fact Sheet*, Planetville Massachusetts, MA Dept. of Public Health Tobacco Cessation and Prevention Program, Data Updated 10/27/11)
- 28.5% of youth report purchasing cigarettes at a convenience store or gas station (*2011 Youth Survey*, Planetville Regional Schools, Dept. of Public Health)

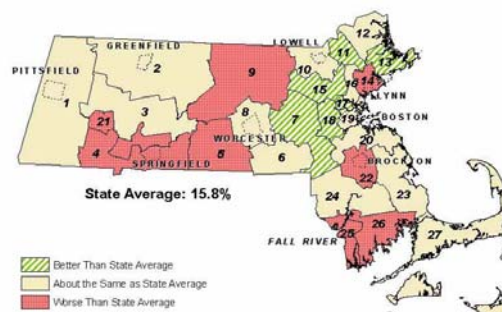


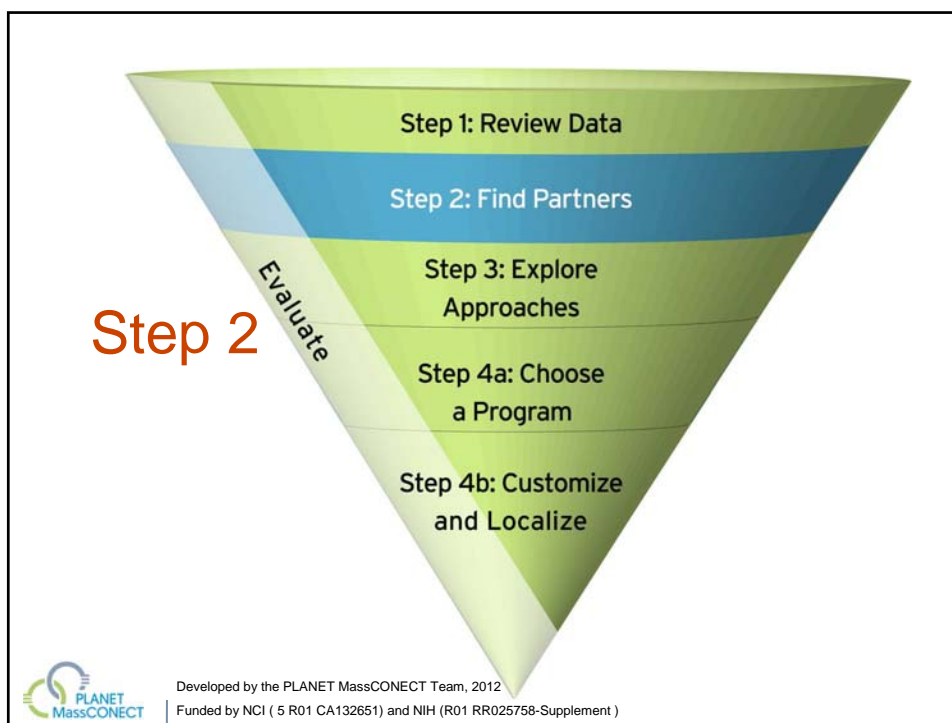
Current tobacco programs

- Prevention program for middle school students
- Cessation program for adults at local clinic

Comparison by Geography

Percentage of Adults Who Reported That They Currently Smoke
by CHNA, 2007-2009



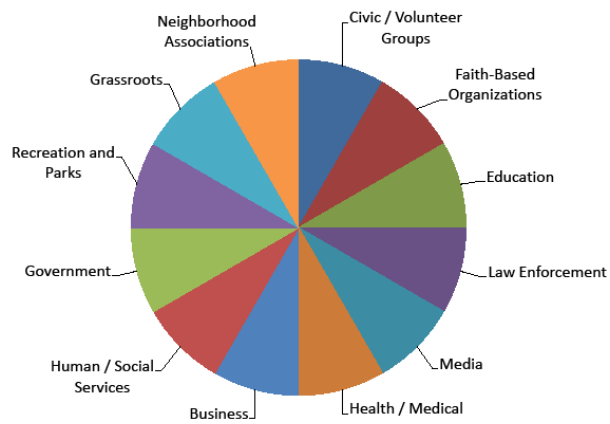


Discussion

- What partners should she bring to the table and why?

Discussion

THE COMMUNITY WHEEL



Adapted from Marin Institute – Community Organizing Action Pack (www.marininstitute.org)

Discussion



Adapted from: McLeroy, K.R., et al., *An Ecological Perspective on Health Promotion Programs*. Health Education Quarterly, 1988. 15(4): p. 351-377.

Marie's Partnerships

- She wants to bring together partners from different sectors:
 - School Administration
 - Convenience Stores & Business Association
 - Law Enforcement
 - Health Department
 - Current tobacco program coordinators



Step 3



Developed by the PLANET MassCONNECT Team, 2012
Funded by NCI (5 R01 CA132651) and NIH (R01 RR025758-Supplement)

Discussion / Exercise

- Given her resources what approaches should she explore in the Community Guide?



Marie's findings

A screenshot of the "The Guide to Community Preventive Services" (The Community Guide) website. The page is titled "Tobacco Use" and features a navigation bar with links like Home, Task Force Findings, Topics, Use The Community Guide, Methods, Resources, News, and About Us. On the left, a sidebar lists tobacco-related topics with plus signs. The main content area includes a definition of tobacco use, a list of health conditions it causes (multiple cancers, heart disease, stroke, etc.), and a section titled "Community Guide Systematic Reviews" which lists several interventions with blue arrows pointing to them. On the right, there are sections for "Get Email Updates", "VitalSigns", and "The Guide to Clinical Preventive Services".

The Guide to Community Preventive Services
THE COMMUNITY GUIDE
What Works to Promote Health

Community Preventive Services Task Force

Home Task Force Findings Topics Use The Community Guide Methods Resources News About Us

Home » Topics » **Tobacco**

Tobacco

- + Reducing Tobacco Use Initiation
- + Increasing Tobacco Use Cessation
- + Reducing Exposure to Environmental Tobacco Smoke
- + Restricting Minors' Access to Tobacco Products
- + Decreasing Tobacco Use Among Workers

Tobacco Use

Tobacco use is responsible for more than 430,000 deaths each year and is the largest cause of preventable morbidity and mortality in the United States (CDC) ®.

It is recognized as a cause of:

- Multiple cancers
- Heart disease
- Stroke
- Complications of pregnancy
- Chronic obstructive pulmonary disease

Community Guide Systematic Reviews

The Community Guide includes systematic reviews of interventions in the following areas:

- [Reducing tobacco use initiation](#)
- [Increasing tobacco use cessation](#)
- [Reducing exposure to environmental tobacco smoke](#)
- [Restricting minors' access to tobacco products](#)
- [Decreasing tobacco use among workers](#)

Get Email Updates

Submit your email address to get updates on The Community Guide topics of interest.

What's this? [Submit](#)

VitalSigns

Learn important smoking facts.

[Read CDC Vital Signs®](#)

The Guide to Clinical Preventive Services

Together, the Community Guide and the Clinical Guide provide evidence-based recommendations across the prevention spectrum.

[More »](#)

Contact Us

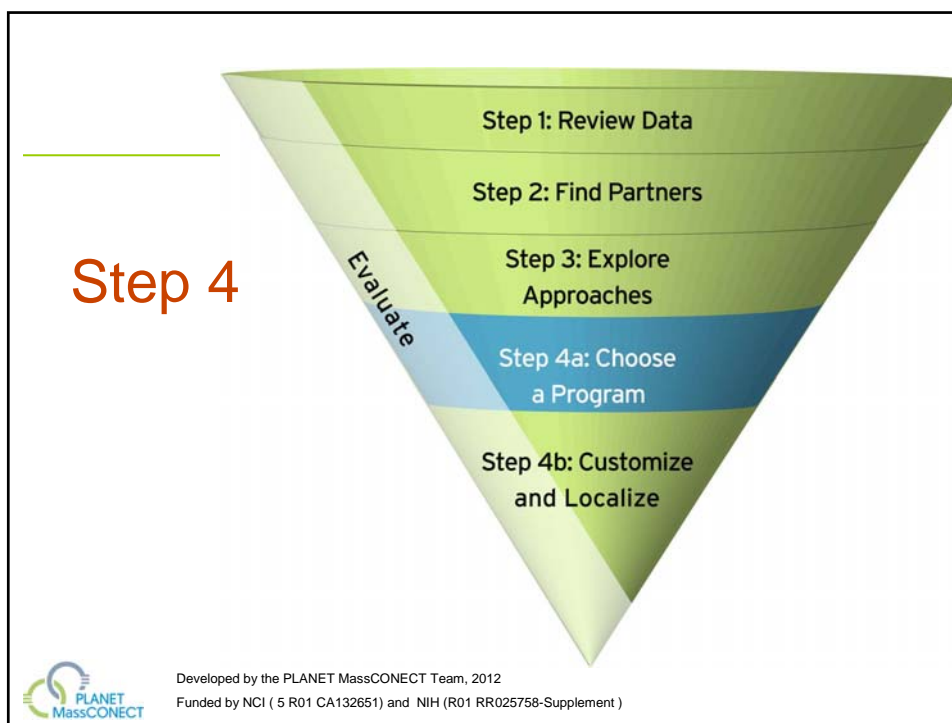
- [Email](#)

Marie's options

The screenshot shows the 'The Community Guide' website. The main navigation bar includes Home, Task Force Findings, Topics, Use The Community Guide, Methods, Resources, News, and About Us. The breadcrumb trail is Home > Topics > Tobacco > Reducing Tobacco Use Initiation. The page title is 'Reducing Tobacco Use Initiation'. On the left, a sidebar lists 'Tobacco' topics, with 'Reducing Tobacco Use Initiation' selected. The main content area features a 'Task Force Recommendations & Findings' table with two rows: 'Increasing the unit price of tobacco products' (Recommended) and 'Mass media campaigns when combined with other interventions' (Recommended). Below the table, there are links for 'For More On This Topic' and 'Related Topics'. A disclaimer at the bottom states: 'The findings and conclusions on this page are those of the Community Preventive Services Task Force.'

Marie's options (cont.)

The screenshot shows the 'The Community Guide' website. The main navigation bar is the same as the previous page. The breadcrumb trail is Home > Topics > Tobacco > Restricting Minors' Access to Tobacco Products. The page title is 'Restricting Minors' Access to Tobacco Products'. On the left, a sidebar lists 'Tobacco' topics, with 'Restricting Minors' Access to Tobacco Products' selected. The main content area features a 'Task Force Recommendations & Findings' table with six rows, all marked as 'Insufficient evidence': 'Community mobilization with additional interventions', 'Community education about youth access to tobacco products when used alone', 'Active enforcement of sales laws directed at retailers when used alone', 'Retailer education with reinforcement and information on health consequences when used alone', 'Retailer education without reinforcement when used alone', and 'Laws directed at minors' purchase, possession, or use of tobacco products when used alone'. Below the table, there are links for 'For More On This Topic' and 'Related Topics'. A disclaimer at the bottom states: 'The findings and conclusions on this page are those of the Community Preventive Services Task Force.'



Exercise: Develop goals and objectives

Reminder: Marie is planning a tobacco prevention program and is interested in a school-based approach

Exercise:

- Define one goal Marie might set
- List two objectives that relate to that goal
 - Try to keep them SMART
 - S—Specific
 - M—Measurable
 - A—Achievable
 - R—Realistic
 - T—Time-framed

Marie's choice: Goals and objectives

- **Project Goals:**

- Prevent tobacco use initiation among non-smoking students at Planetville High School
- Increase tobacco quit rates among smoking students at Planetville High School

- **Project Objectives:**

- After 1 year, 90% of Planetville High students who were nonsmokers will remain tobacco free
- After 1 year, 25% of Planetville High students who were smokers will make a successful quit attempt.
- After 2 years, the sale of tobacco to minors in Planetville will be reduced by 50%.



Discussion / Exercise

- Using her goals and objectives, what search criteria would you suggest she use to find appropriate programs?
- Search for programs on RTIPS



Marie's search criteria


- Adolescent population
- School-based
- Prevents / reduces tobacco use



Marie's search results

<p>3. LifeSkills Training Emphasizes personal and social skills development related to general life skills and substance abuse. (1990) NHLBI (Grant number: HL33865) Criteria Matched: Adolescents (11-18 years), School-based, Tobacco</p>	Tobacco Use Prevention	Non-smokers
<p>4. Minnesota Smoking Prevention Program (MSPP) Designed to prevent tobacco use among students in grades 4-12. (1992) NHLBI (Grant number: HL 25523) Criteria Matched: Adolescents (11-18 years), School-based, Tobacco</p>	Awareness building and Tobacco Use Prevention	School Children
<p>5. Not-On-Tobacco Program (N-O-T) Designed to promote cessation and reduce tobacco use among adolescent smokers. (2001) CDC: Prevention Research Center (Grant number: U49/CCU310821) , West Virginia Department of Education (Grant number not available.) , National Office of the American Lung Association (Grant number not available.) , American Lung Association of Florida (Grant number not available.) Criteria Matched: Adolescents (11-18 years), School-based, Tobacco</p>	Smoking Cessation	Current Smokers
<p>6. Pathways to Health School-based cancer prevention and health promotion program for 5th and 7th grade American Indian students. (1995) NCI (Grant number: CA52263) Criteria Matched: Adolescents (11-18 years), School-based, Tobacco</p>	Tobacco Use Prevention	Non-smokers
<p>7. Project EX-4 Designed to promote smoking cessation and smoking prevention among high school students. (2010) University of California, Tobacco-Related Disease Research Program (Grant number: 6RT-0182) Criteria Matched: Adolescents (11-18 years), School-based, Tobacco</p>	Motivation, Smoking Cessation and Tobacco Use Prevention	Current Smokers and Non-smokers
<p>8. Project SHOUT (Students Helping Others Understand Tobacco) Designed to prevent tobacco use among middle/junior high school students. (1993) NCI (Grant number: 5R01CA44921) Criteria Matched: Adolescents (11-18 years), School-based, Tobacco</p>	Behavior Modification	School Children
<p>9. Project Towards No Tobacco Use (TNT)</p>	Tobacco Use Prevention	Non-smokers

Marie's comparison

	Project EX 4	MSPP
Health Topic (should <i>always</i> match)	Tobacco	Tobacco
Program Fit with Goals and Objectives	Prevention and cessation	Prevention
Organizational Factors , e.g. resources such as money or internal / partner capacity	Materials must be purchased = \$ It is designed to be administered in schools.	Materials must be purchased = \$\$\$ It is designed to be administered in schools, homes, and community settings.
Audience the program was tested with , e.g. socioeconomic status, race / ethnicity, setting, community context	Students (both smokers and nonsmokers) attending alternative high schools . The sample was 62.7% male; 16.4% White, 70.9% Hispanic , 3.5% Asian, 5.1% African American, and 4.1% other ethnicity.	The MSPP was originally developed for 7th-grade classrooms in Minnesota. New versions of the program are available for grades 4 through 12 .
Evaluation , e.g. availability of materials, group's ability to conduct the evaluation	Four questionnaires (Project EX-4 pretest, posttest, 6-month follow-up, 1-year follow-up)	Unknown materials
Customization , e.g. extent to which customization is needed, support available	Customization needed for non alternative high schools Developers training and support available	The program is designed for students in all regions of the United States. Downloadable versions of key parent materials in universal Spanish are free. Developers training and support available
 See Handout #2: Program Choice Template + Example		

Marie's choice:

Project EX-4

- Addresses prevention and cessation in an adolescent population
- Flexible classroom setting
- Uses engaging and motivating activities
- Program completed in 8 sessions

Step 4



Developed by the PLANET MassCONNECT Team, 2012
Funded by NCI (5 R01 CA132651) and NIH (R01 RR025758-Supplement)

Discussion

- Given her limited resources and need to maintain program fidelity:
 - What would you suggest she customize?
Please use Handout 3 to help her decide what adaptations are necessary.
 - How would you suggest she test any modifications?

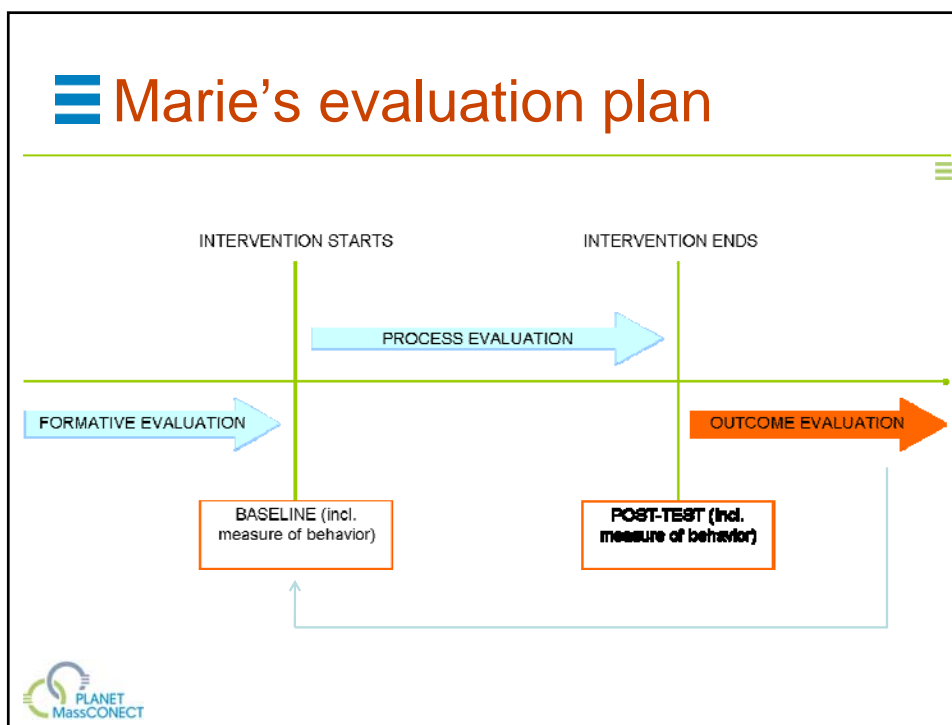
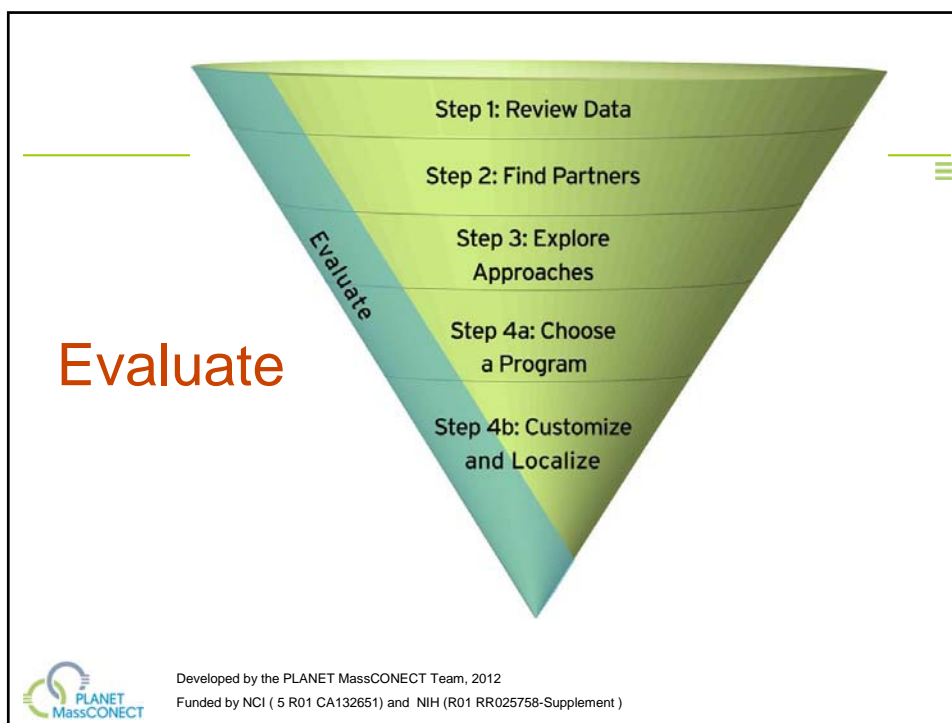


≡ Marie's thoughts on adaptation

Adaptation	Notes
Changing language – translating	Some phrases may need to be changed to be familiar to Caribbean-American audiences
Changing language – word choices	Names of types of tobacco commonly used
Modifying some aspects of activities for relevance to your schools environment	Activities that reflect school policies, school resources, and student cultures at a non-alternative high school

≡ Marie's pilot test

- Hold focus groups with students to ensure changes to program resonate



☰ Marie's formative evaluation

- Collected data to demonstrate need
 - Sales data: Compliance checks
 - Youth data: School survey
 - Adult data: CHNA Map
 - Program assessment: Populations served
- Pilot tested
 - Held focus groups with students to ensure changes to program resonated



☰ Discussion

- Process evaluation
 - What should she track?
 - When?



Process evaluation plan

Overall Program (General Strategies)	Evaluation Activities	Process Indicators
8 sessions	Tracking forms	Number of sessions
Sessions delivered over 6 weeks	Tracking forms	Date delivered
Instructors teaching the program are adequately prepared	All teachers must attend training on curriculum	Certificate of Completion
Students received required dose	Tracking forms	Class attendance

Discussion

- Outcome evaluation
 - How will she measure outcomes?
 - When will she measure outcomes?

Outcome evaluation plan

Objectives	Evaluation Activities	Outcome Marker
1 year after completing the program, 90% of students who were nonsmokers will remain tobacco free.	Project EX-4 pretest, posttest, 6-month follow-up, 1-year follow-up	Percent of nonsmokers that remain tobacco free
1 year after completing the program, 30% of students who were smokers will make a successful quit attempt.	Project EX-4 pretest, posttest, 6-month follow-up, 1-year follow-up	Percent of smokers that make a successful quit attempt
After 2 years, the sale of tobacco to minors in Planetville will be reduced by 50%.	Compliance Checks	Rate of illegal sales



Project EX-4 Survey Questions

End post-test

The next few questions ask about your drug use behavior. Please answer each question honestly. REMEMBER THIS IS CONFIDENTIAL AND ANONYMOUS. Section B

- How many cigarettes do you smoke in an average day?
- How many cigarettes did you smoke yesterday?
- How many cigarettes have you smoked in the last seven days?
- How many times have you used cigarettes in the last month (30 days)?
_____ (0 to 100+ times)
- How many days in the last month (30 days) did you have even one puff of a cigarette?
_____ (0 to 30 days)
- How many cigarettes have you smoked in the last month (30 days)?
0, 1-10, 11-20, 21-30, 31-40, 41-50, 51-60, 61-70, 71-80, 81-90, 91-100, 100+
- Did you smoke tobacco today?
yes _____ no _____
- Did you inhale any smokable product today?
yes _____ no _____
- How many times have you used smokeless tobacco (chewing tobacco or snuff) in the last month (30 days)?
_____ (0 to 100+ times)
- How many times have you smoked a (tobacco) cigar in the last month (30 days)?
_____ (0 to 100+ times)
- How many times have you smoked a clove cigarette in the last month (30 days)?
_____ (0 to 100+ times)
- How many times have you used alcohol in the last month (30 days)?
_____ (0 to 100+ times)

